



To

With the Compliments
of the
Governor and Company of
Adventurers of England
trading into
Hudson's Bay



ARMORIAL BEARINGS of the HUDSON'S BAY COMPANY

The above, which is the authorized coat of arms of the Hudson's Bay Company, is the oldest form that could be found and dates back to within ten years of the incorporation of the Company.

The following description of same is extracted from the scroll sent by Garter, Clarenceaux & Norry, Kings of Arms:

Shield—Argent, a cross gules between four beavers sable.

Crest—Upon a cap of maintenance gules turned up ermine, a fox sejant proper.

Supporters—On either side an elk proper.

NOTES

"Gules" means red.

"Proper" means the natural colour of the animals.

The red cross indicates the Cross of Saint George.

The shield is apparently silver.

The motto, *pro pelle cutem*, means, as near as can be ascertained, "skin for skin," or "the cuticle of man for the pelt of the animal." In the Book of Job, Verse 4, is found, "Skin for skin, yea, all that a man hath, will he give for his life."



Ketch "Nonsuch"

THE
ROMANTIC HISTORY
OF THE HUDSON'S BAY COMPANY

THE early history of the Hudson's Bay Company is the story of a business quest for furs, of adventure and exploration, and of conflict between the French and the British for supremacy in Canada.

RADISSON AND GROSEILLIERS

The eastern seaboard had already been occupied by intrepid explorers and adventurers of France when, in 1668, Pierre Radisson and his brother-in-law, Medard Groseilliers, headed the first definite fur-trading expedition in behalf of the British company. These two men had made previous fur procuring excursions into the wilds of Rupert's Land, and, smarting under a feeling of injustice at the treatment



by the French Governor at Quebec, they crossed to France seeking restitution. Failing to obtain it or any assistance in fitting out their proposed expedition into Hudson's Bay, they secured an audience with Prince Rupert (Cousin of King Charles II), a distinguished soldier and sailor, a patron of the arts and sciences, and the most dominant figure in England at that period. The two adventurers enlisted his support.

In June, 1668, Radisson on the *Eaglet* and Groseilliers on the "*Nonsuch*" set out from the Thames. The "*Eaglet*" failed to make her objective and returned to England. The "*Nonsuch*" was successful, passing through Hudson's Bay and reaching south of James Bay on September 29 of that year. A palisade fort was built and there an active trade for pelts was done with the Indians, the "*Nonsuch*" finally returning to England loaded with valuable furs.

CHARTER FROM KING CHARLES

This led to the granting of the charter by King Charles II to "The Governor and Company of Adventurers of England trading into Hudson's Bay" on May 2, 1670. The validity of this charter has been challenged from time to time, but the highest legal authorities have invariably declared it to be good in law. Changes and concessions have been made

by the Company right down the $2\frac{1}{2}$ centuries of its existence slowly, it is true, but generally with wise forethought. By its influence and wisdom, its great resources, and through the enterprise of its loyal and intrepid servants, it has been largely responsible for the opening up of this vast domain of unexplored, almost unknown, territory now known as the Dominion of Canada.



In 1671 Moose Factory was established by Radisson and Groseilliers for the Hudson's Bay Company on the west coast of James Bay. Prince Rupert was the first Governor of the Company, and a leader in its enterprise. He was succeeded by the Duke of York, who afterward became King James II.

HENRY KELSEY, EXPLORER

In 1688, Henry Kelsey, a mere youth of 18 years, a servant of the Company, started a series of explorations along the Churchill River, penetrating into the wooded country and farther still to the prairie lands, of which he took possession in the name of the Company. He is said to have been the first white man to see the buffalo of the plains. Fort Prince of Wales was built by the Hudson's Bay Company at the mouth of the Churchill River on Hudson's Bay in 1718.

In 1731, Pierre Gaultier de Varennes de la Verendrye set out at the head of a party of adventurers, representing some Montreal merchants, his purpose being to trade for furs with the hitherto unknown Indian tribes of the West. La Verendrye and his sons pushed westward until they came within sight of the Rocky Mountains. Thus was the country explored.

The original wooden structure of Fort Prince of Wales

was replaced in 1734 by a stone fort, said to be one of the strongest on the continent and supposed to be impregnable, although it fell before the French in 1782. It was razed by them and never rebuilt.

SAMUEL HEARNE

Samuel Hearne, another mere boy in the employ of the Hudson's Bay Company, under orders, explored the great region extending from Great Slave Lake to the mouth of the Coppermine River on the Arctic Ocean, which he reached on July 18, 1771, after having previously made two unsuccessful attempts and suffered severe privation. Hearne has left a very interesting journal of his travels in search of "unknown rivers, strange lands, rumoured copper mines and the North-West passage" which was supposed to lead directly to China. He was the first known white man to reach the Arctic Ocean from the interior. Hearne was governor of Fort Prince of Wales when it capitulated to the French under Admiral de la Perouse in 1782.

From 1789 to 1793, one Alexander Mackenzie, began to be heard of. He was a servant of the North West Company, and set out to reach the mouth of the great river that now bears his name. He arrived at the Arctic Ocean before midsummer, 1789.



SAMUEL HEARNE LEAVES
FORT PRINCE OF WALES TO DISCOVER
THE COPPERMINE RIVER-1770

Mackenzie, in 1793, explored the Peace River to its source in the Rockies, and, crossing The Divide, marched westward, and, on July 20, 1793, came to the Pacific Ocean, which for 300 years had defied approach from overland.

The North-West and the X. Y. Fur-Trading companies amalgamated in 1804, and started on a policy of aggression

against the Hudson's Bay Company. In 1811, Lord Selkirk was granted by the Hudson's Bay Company 116,000 square miles of land in the neighborhood of the Assiniboine and Red Rivers upon which to form his projected Red River Settlement or Selkirk Colony. His first party of colonists reached the banks of the Red River in 1812. This was the birth of the great western Canadian city of Winnipeg.



SELKIRK SETTLERS TAKE
OVERLAND GRANTED by the
HUDSON'S BAY COMPANY-1812

FUR TRADE RIVALRY

Largely the result of the Red River settlement and the fear that this land settlement would affect the fur trading throughout the district, there grew up much ill-feeling between the servants of the two rival companies which culminated in the massacre at Seven Oaks on June 19, 1816, when a band of half-breeds in the employ of the North-West Company encompassed a Hudson's Bay Company party two miles from Fort Douglas, killing the governor, Robert Semple, and 20 of his men, dispatching the wounded in cold blood.

This discreditable and disastrous happening made it clear to all parties that if they hoped to continue operating successfully something would have to be done to end the bitter rivalry that then existed. George Simpson, an able, shrewd and aggressive "Gentleman Adventurer," came to the fore and succeeded in 1821, in cementing the combination of the North-West and the Hudson's Bay companies, thus ending a strife that has lasted many years, and starting upon another definite phase of Canada's development. Simpson was a power in the land for 40 years. For his services as an Empire Builder, George Simpson was knighted by Queen Victoria.

WESTERN PROGRESS

Fort Garry (now Winnipeg) was built in 1822 and was rebuilt in 1835, when the first government for the Red River settlement was organized. Meantime the Hudson's Bay Company's operations extended west, also southwest into what is now United States territory of Washington and Oregon.

Vancouver Island was granted by Queen Victoria to the company in 1849, but in 1859 it became a Crown Colony under the governorship of James Douglas, an officer of the Hudson's Bay Company.

The confederation of the various British colonies into the Dominion of Canada was brought about in 1870, when the reins of Government, held so long by the old Company, were transferred to the Dominion of Canada.

THE RECENT YEARS

During the Great War in Europe the Hudson's Bay Company acted as purchasing agents for the French Government; it put into operation a vast shipping service which transported over 18,000,000 tons of goods, as well as passengers and troops. One hundred and ten ships under the Company's flag were lost through submarine and other causes. 513 of the Company's employees served overseas, 77 of whom paid the supreme sacrifice.

In 1920, "The Gentlemen Adventurers" celebrated their 250th anniversary, when Sir Robert M. Kindersley, G.B.E., the then Governor of the company, made a triumphal tour of Western Canada amid pageantry and old-time pomp.



The past few years have been marked by extensive building operations by the Company in Western Canada in connection with its chain of department stores, many of which were originally little fur-trading posts on the trackless plains and in the heart of wilderness.—R.W.

Fuller details of the history of the Hudson's Bay Company may be obtained from a study of:

“THE HUDSON'S BAY COMPANY, 1670-1920” by Sir William Schooling, K.B.E. Obtainable from the Company, Price \$2.00.



*Lower Fort Garry, Winter 1903-4. During Arrival
of Dog Teams from Norway House*

LOWER FORT GARRY

The erection of Lower Fort Garry on the Red River, 18½ miles from Winnipeg, was commenced in 1831 and completed in 1839 from the plans of Chief Factor Alexander Christie, then Governor of Assiniboia and officer in charge of Red River district.

It is the only remaining complete example of the old stone forts built by the Hudson's Bay Company, and at one time numerous throughout the West. The council meetings of the governor and officers of the Company were held at Lower Fort Garry for many years. It was here that the famous midnight interview is reported to have taken place between Louis Riel and Donald A. Smith, (later Lord Strathcona and Mount Royal), during the rebellion of 1870.

Trading ceased at Lower Fort Garry in 1911.

Lower Fort Garry is maintained and kept in repair by the Hudson's Bay Company. For a number of years it has been leased to the Motor Country Club of Winnipeg, who

have exercised admirable care in preserving the historic establishment. On application to the manager of the Hudson's Bay Company retail store at Winnipeg, visitors may obtain permits to see over the fort during the day.

WALL DISPLAY OF INDIAN BEADED WORK

- 125 —*Bag for Papers* —Fancy piece on cloth and velveteen, valuable for bead-work, woven bead bands. Cree Touchwood Indian.
- 127 —*Women's Leggings* —Beaded on buckskin. Blood Indian.
- 204 —*Game Bag and Straps* —Solid beads, face of bag about 15 in. by 15 in., solid beaded on canvas, strap to go over shoulders about 36 inches long, and 5 inches wide, also solid beaded. Blood Indian.
- 216 —*Woman's Leggings* —Cree Touchwood Indian.
- 368 —*Shelf Drapery* —(Silk-worked). Cree Indian, Slave Lake.
- 651 —*Pair Armlets* —Cree Indian.
- 673 —“*Fire Bag*” —Solid front and back of beads. Joe Cree, Paul's Reserve, Wabamun, Alberta. Stoney Indian.
- 686 —*Chief's Ceremonial Vest* —Most elaborate beaded-work; a very choice specimen; Chief Sampson of Wetaskiwin Reserve; front a solid mass of bead-work, back also; open triangular meshwork of beads.
- 905 —*Child's Dancing Overdress* —Solid beadwork. Made for and worn by late Chief Poundmaker's granddaughter.

1240—*Beaded and Fringed Apron.*

1247—*Breech Cloth—Beaded.*

1915—*Beaded Gauntlets.*

SHOWCASE DISPLAY OF GENUINE HUDSON'S BAY POINT BLANKETS

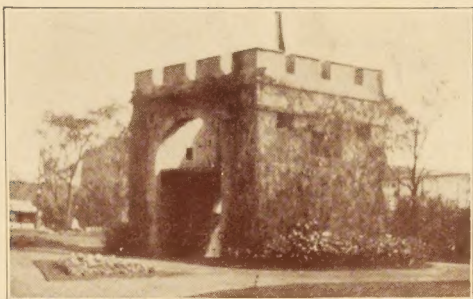
One pair each in Red, Green, Indigo-Blue, Gray, Khaki,
White and Multi-Stripe.

Also Hudson's Bay Point Blanket, red, purchased by a
contractor in 1869 for service on the old Dawson
Trail, and after 57 years still strong and serviceable.

Hudson's Bay Point Blankets are on sale at all the Com-
pany's Stores, Posts and Branches in Canada.



South-west Bastion and Flagstaff, Lower Fort Garry



OLD FORT GARRY GATEWAY

This old gateway, behind the Manitoba Club, (entrance Main Street, near Broadway, Winnipeg), was preserved during the demolition of the Old Fort and, along with the little park on which it stands, was presented to the City of Winnipeg by the Hudson's Bay Company.

HUDSON'S BAY COMPANY HISTORICAL EXHIBIT

In the Company's retail store at Winnipeg may be seen the interesting Hudson's Bay Company Historical Exhibit. This exhibit is open to the public, free of charge, during business hours. It consists of relics, models, pictures, documents and curios which tell of the adventurous life of the fur traders of the Hudson's Bay Company, of the thrilling events in the history of Canada's pioneer Western settlers and of the discoveries made by the Hudson's Bay Company's officers and servants. Here also are depicted the customs, industries, rituals, dress, sports and amusements of the North American Indians with whom the Company has ever been on the most friendly terms. Illustrated catalogues may be obtained from custodian, gratis, on application.



TO-DAY IN CANADA

The Hudson's Bay Company owns and operates:

- 11 *Large Department Stores in Western Canada*—Winnipeg, (Man.,) Saskatoon, Yorkton, (Sask.,) Calgary, Edmonton, Lethbridge, (Alta.,) Nelson, Vernon, Kamloops, Vancouver and Victoria, (B.C.)
- 5 *Wholesale Establishments*—Winnipeg, Saskatoon, Regina, Calgary and Vancouver;
- 200 *Fur Trading Posts*—18 of which are within the Arctic Circle;
- 58 *Steam and Motor Vessels*—Plying on Canada's interior waterways, on the east and west coasts and in the Arctic;
- 3,000,000 *Acres of Choice Farm and Pasture Lands* in Manitoba, Alberta and Saskatchewan. These lands are offered for sale on favourable terms to desirable settlers.

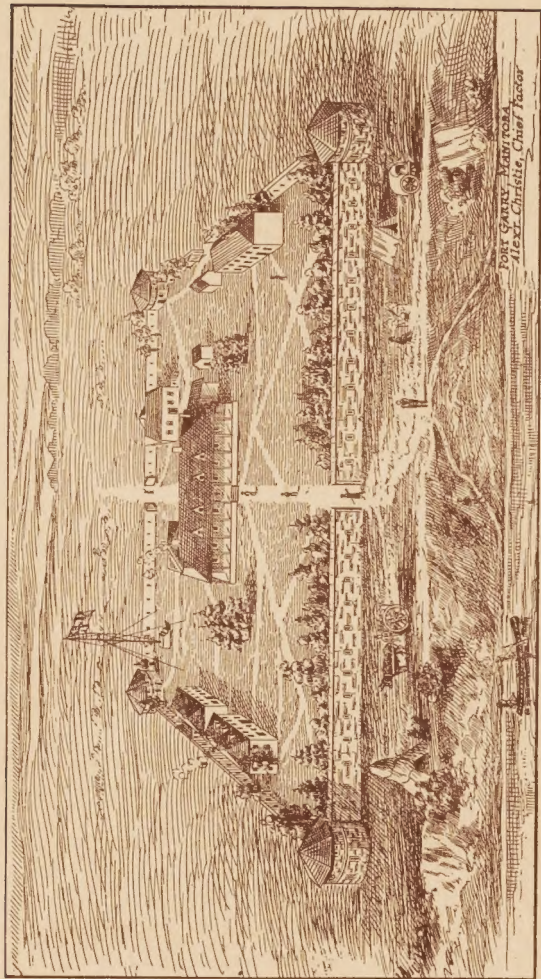
The Hudson's Bay Company Overseas Settlement, Limited, 93 Main Street, Winnipeg, assists desirable farm help from Europe in getting satisfactorily placed on farms in Western Canada and in securing farms of their own.

Hudson's Bay Company.

INCORPORATED 2nd MAY 1670.

LOWER FORT GARRY

From Red River, looking West



From Original Sketch by Chief Factor Alexander Christie, Governor of Assiniboia and
Officer in Charge of Red River District at the Time of the building of the Fort.

PLAN OF LOWER FORT GARRY (THE STONE FORT) NEAR WINNIPEG

